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F R I E N D S

ERASMUS+ PROGRAMME, KEY ACTION 2

CAPACITY BUILDING IN HIGHER EDUCATION

Furthering International Relations Capacities and Intercultural Engagement to Nurture Campus Diversity and to Support Internationalisation at Home (FRIENDS)

Intercultural Awareness and Cultural Diversity (IACD) Massive Open Online Course (MOOC)

SYLLABUS

The FRIENDS project supports the Partner Countries Higher Education Institutions' (PC HEIs) internationalisation capabilities and campus diversity. The project consortium combines the expertise and efforts of four Eastern European Programme County HEIs in Bulgaria, Hungary, Poland and Turkey, as well twelve PC HEIs from Asia, namely two in Bhutan, two in Cambodia, two in Malaysia, three in the Philippines and three in Thailand.

The project's chief goal is to develop the Asian HEIs students' global competence through the integration of intercultural dimensions into universities' formal and informal curriculum. The project is built around the concept of internationalisation at home (IaH) that shifts HEIs' focus of attention from outbound to virtual mobility and on-campus intercultural engagement for the benefits of non-mobile students' employability and global outlook.

The IACD MOOC is one of FRIENDS' key outcomes. It is designed and developed by the European project partners and is targeted at Asian HEIs' students at all levels of education and of diverse backgrounds who are interested and motivated to build their intercultural competence and sensitivity to cultural diversity.

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Chapter 1: Welcome to IACD MOOC

Unit 1: Introduction to IACD MOOC

Delivered by the teams of VUM, BMU, SUT and IAU

This unit offers an introduction to the Intercultural Awareness and Cultural Diversity Massive Online Open Course (IACD MOOC) and presents the four FRIENDS partner universities involved in its design and delivery. Furthermore, the students will get acquainted with the Intercultural Passport tool and how to obtain it.

Chapter 2: What is culture? The concept of culture. Cultural theories

Unit 2: What is culture? Concepts of culture. Approaches in defining culture

Delivered by VUM team

This unit outlines the core concepts and definitions of culture. The key characteristics of culture are explained through differences in values between nations, differences in acceptance of norms, differences in the beliefs of what is true or false. The unit also offers some insights into the way in which group values determine individual perceptions and behaviour and affect self-perception, cognitive abilities and views of own and other groups. Two broad categories of a physical / objective culture and a psychological / subjective culture are introduced. The sharedness of cultural characteristics are discussed, noting the individual variations within groups.

Unit 3: Dimensions of culture - cultural distances between countries: identity, power, gender, uncertainty, time and gratification of needs

Delivered by VUM team

The focus in this unit is on the practical relevance of measuring cultural distances and the criteria used to compare national cultures. Several fundamental dimensions are presented in relation to the importance of individual versus group values, the relation to authority and power, differences in gender roles, different time concepts and orientation to the past, the present and the future, differences in handling anxiety and avoidance of unpredictable future situations, and differences in perceptions of personal life control.

Unit 4: Cultural taxonomies. A critical approach to cultural taxonomies

Delivered by VUM team

This unit presents a brief overview of the six-dimensional cultural classification typology developed by Geert Hofstede in 1980, initially suggesting four main dimensions through which cultures can be compared: Power distance, Individualism / Collectivism, Masculinity /

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Femininity, and Uncertainty avoidance. The fifth Long- / Short-term orientation dimension was further added to the taxonomy based on Michael Harris Bond's research followed by the sixth dimension of Indulgence / Restraint, which became a part of the model in 2010 by the contribution of Michael Minkov. The Schwartz's model of basic values defines ten motivational values in dynamic relations of conflict or congruence among them. The GLOBE Project is another value structure, based on the models of Hofstede and Schwartz, aiming to redefine the concept of the impact of national culture on individual and organisational performance.

Unit 5: World Values Survey

Delivered by VUM team

The World Values Survey highlights the importance of cultural beliefs in economic growth, democratic development of societies and fostering gender equality. Ronald Inglehart and Christian Welzel suggest two dimensions of cultural variation: Traditional values versus Secular-rational values and Survival values versus Self-expression values.

Unit 6: Understanding Ethnic and cultural diversity - multicultural citizenship and ethnic identity

Delivered by IAU team

There are over a 100 peoples of distinct origins in Europe, sharing over 300 distinctive set of ideals, values, standards of behaviour. Despite the fact that we see similar life styles and values all around the world, the traditional cultures are still shaping the everyday experiences of people. What makes one culture distinct from the other? Looking at concepts of ethnicity, race and diversity, this unit discusses the role of culture across time-space and how subcultures are formed.

Unit 7: Linguistic barriers as hidden dimensions of culture

Delivered by IAU

Language helps preserve and transfer culture. It is expected that two people speaking the same language will understand each other. However, because of their cultural values people from different cultural contexts and geographies can understand a different thing from a message. In this regard, hidden linguistic barriers represent one of the biggest obstacles to cross-cultural communication. This unit focuses on linguistic diversity and culture for a better understanding of this hidden dimension.

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Unit 8: Understanding gender and gender roles in different cultural contexts

Delivered by IAU team

The understanding and expectations of gender vary in different cultural contexts. This unit provides an overview of the terminology and definitions related to gender and gender roles. Discussing the regional and local variations in terms of gender roles, friendship, emotional relations; and how these lead to misunderstanding and conflict due to gendered cultural communication, the unit will help develop an understanding of how gender is a cultural construct.

Chapter 3: European cultural identity and diversity: united in diversity

Unit 9: European identity and European values - Unity in diversity

Delivered by BMU team

This unit explores what it means to be "European" and what values we choose to call "European." Students will learn about the historical, political, and cultural contexts in which European identity and European values came to be. Do they differ from the identities and values of other cultures? If so, how and why? If not, what is the common ground among the various cultures of the world in the 21st century? How can Europe contribute to the global well-being of the citizens of the whole world, and what role may it want to choose for itself in the globalized world? These and similar questions will be looked at in this unit.

Unit 10: Europe 2020: the current state of EU identity and diversity

Delivered by BMU team

This unit covers the most recent changes in Europe. Students will not only learn about the newest changes and developments, but they will understand the reasons behind and the possible future scenarios. Where is Europe heading in the 2020s in terms of culture, education, shared European values, the creation of a modern European identity, politics, and the economy? What forces do we see working in the direction of further unification of the EU and what forces can we see working against that? Europe has probably never been this diverse before: is this phenomenon to be seen as a beautiful opportunity or something that Europeans should fear?

Unit 11. European identity and values reflected in culture

Delivered by BMU team

Europe can be defined in many ways: as a political entity, as a geographical location and also as a community of shared cultural values. In this unit, students learn more about the ways in which European identity (and values) are reflected in various forms of European arts and

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culture. Emphasis will be put on the 21st century manifestations of this identity and these values. Some outstanding European cultural productions will be sampled, taking examples from the visual arts, textual arts, digital and pop culture, architecture, etc.

Unit 12: Europe's intercultural HQ: report from Brussels

Delivered by BMU team

Brussels is regarded as the HQ of the European Union: both in the literal and the metaphorical sense of the word. In this unit more emphasis will be put on the latter. Student will mostly learn about the European Union as a political entity: the historical context in which it was born; the hows and whys of its expansion; and also the major issues it has faced in recent times. "Brussels" is constantly changing—while simultaneously claiming that it stays faithful to its core values. This unit explores how these two motions can be in play simultaneously.

Chapter 4: Intercultural communication skills

Unit 13: Introduction to the communication studies

Delivered by SUT team

This unit aims to present the role of communication studies and to reveal how communication builds social relations, human and social interactions, exchange of ideas, thoughts, and feelings. The students will gain knowledge on the theory of communication, models of communication, basic types of communication, communication noises and barriers, effective communication. They will also acquire practical skills in how to communicate and listen proactively.

Unit 14: Intercultural communication: culture as a frame for communication

Delivered by SUT team

The unit introduces students to the issue of culture as a context for communication processes related both to social and business as well as media communication. The objective is to discuss how various cultural dimensions such as identities, beliefs, values etc. affect different types of communication. By completing the unit, the students will gain knowledge of the intercultural communication phenomenon and understand its role in different social contexts.



Unit 15: Culture matters: the role of cultural factors in intercultural communication

Delivered by SUT team

This unit will reveal the complexity of modern multicultural societies and issues of cultural and ethnic diversity, conflicts of values and social perception, mechanisms of contemporary policy of integrating the newcomers with host communities, and draw attention to the role of culture in communication effectiveness. The content is oriented on raising Student's awareness of intercultural differences and their consequences in the process of communication and the role of cultural roots of behavior. The issues of cultural factors such as non-verbal communication affecting the communication process as well as different communication patterns over the world are discussed.

Unit 16: Business etiquette and protocol: Do's and Don'ts when conducting business in specific cultures/countries

Delivered by SUT

The following topics related to business etiquette and protocol will be covered: issues related to self-presentation, priority rules, rules for seating guests during meetings, business dress code, rules for preparing correspondence (including electronic correspondence), proceedings in the case of using the help of an interpreter in business meetings, as well as the dimensions of the business etiquette. Students will also learn the basics of corporate social responsibility (CSR). Finally, differences in doing business in different countries will be discussed.

Unit 17: Effective strategies for working in multicultural business environments

Delivered by VUM

Cross-cultural competencies and the concept of cultural intelligence (CQ) are presented in their relation to the skills and attitudes needed to manage successfully cultural differences in intercultural encounters. The three main aspects of CQ, namely Knowledge, Skills and Metacognition can be developed through effective training strategies based on reflection of own strengths and weaknesses in order to enhance general and more specific awareness of cultural differences, open-mindedness and emotional intelligence. CQ can be used to predict personal adaptability, decision making approach, effectiveness of negotiation and leadership, personal initiative and profitability.

Chapter 5: Wrap-up and summary

Unit 18: Wrap-up and summary of IACD MOOC

Summary of IACD MOOC. Certificate of completion.

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IACD MOOC CALENDAR 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
April 5	April 6 Unit 1: Introduction to the academic fields of Intercultural Studies, Communication Studies and Cultural Studies	April 7	April 8 Unit 2: What is culture? Concepts of culture. Approaches in defining culture	April 9	April 10 Unit 3: Dimensions of culture - cultural distances between countries: identity, power, gender, uncertainty, time and gratification of needs	April 11
April 12	April 13 Unit 4: Cultural taxonomies. A critical approach to cultural taxonomies	April 14	April 15 Unit 5: World Values Survey	April 16	April 17 Unit 6: Understanding Ethnic and cultural diversity - multicultural citizenship and ethnic identity	April 18
April 19	April 20 Unit 7: Linguistic barriers as hidden	April 21	April 22 Unit 8: Understanding gender and	April 23	April 24 Unit 9: European identity and European values	April 25

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	dimensions of culture		gender roles in different cultural contexts		- Unity in diversity	
April 26	April 27 Unit 10: Europe 2020: the current state of EU identity and diversity	April 28	April 29 Unit 11. European identity and values reflected in culture	April 30	May 1 Unit 12: Europe's intercultural HQ: report from Brussels	May 2
May 3	May 4 Unit 13: Introduction to the communication studies	May 5	May 6 Unit 14: Intercultural communication: culture as a frame for communication	May 7	May 8 Unit 15: Culture matters: the role of cultural factors in intercultural communication	May 9
May 10	May 11 Unit 16: Business etiquette and protocol: Do's and Don'ts when conducting business in specific cultures/countries	May 12	May 13 Unit 17: Effective strategies for working in multicultural business environments	May 14	May 15 Unit 18: Summary of the IACD MOOC. Certificate of completion. How to benefit from the Intercultural Passport beyond the FRIENDS project?	May 16



RECOMMENDED READING MATERIALS

Barna, L. M. (1994). Stumbling blocks in intercultural communication. In L.A. Samovar & R.E. Porter (Eds.). *Intercultural Communication: A Reader* (7th Ed.). Belmont, CA; Wadsworth Inc. 337-346.

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<http://www.pseudology.org/Psychology/CultureCriticalReview1952a.pdf>

Lister, M., & Pia, E. (2008). *Citizenship in contemporary Europe* (Chapter 7 European citizenship and European identity) [PDF file]. Edinburgh: Edinburgh University Press.

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<https://www.mindtools.com/pages/article/seven-dimensions.htm>

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Schwartz, S. H. (2012). An Overview of the Schwartz Theory of Basic Values. *Online Readings in Psychology and Culture*, 2(1). PDF file available at
<https://scholarworks.gvsu.edu/cgi/viewcontent.cgi?article=1116&context=orpc>

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https://warwick.ac.uk/fac/soc/al/globalpad/openhouse/interculturalskills_old/globalpad-what-is-culture.pdf

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